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16 ASPIRATION PARTNERS, INC.

17 **UNITED STATES DISTRICT COURT**
18 **CENTRAL DISTRICT OF CALIFORNIA**

19 MEDIA FORCE COMMUNICATIONS
20 (2007) LTD., an Israeli corporation,

21 Plaintiff,

22 vs.
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24 ASPIRATION PARTNERS, INC., a
25 Delaware corporation, and DOES 1
through 10, inclusive,

26 Defendant.
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CASE NO. 2:23-cv-03799-FLA-SK

**JOINT REPORT REGARDING
SUBMISSION OF MATTER TO
ARBITRATION**

*Honorable District Judge Fernando L.
Aenlle-Rocha*

Honorable Magistrate Judge Steve Kim

Complaint Filed: May 18, 2023

Action Stayed: July 29, 2024

Pursuant to the Court’s Order Granting Defendant’s Motion to Compel Arbitration and Staying Action [Dkt. 56], Plaintiff MEDIA FORCE COMMUNICATIONS (2007) LTD., an Israeli corporation (“Plaintiff” or “Media Force”) and Defendant ASPIRATION PARTNERS, INC., (“Defendant” or “Aspiration”)¹ (collectively, the “Parties”) jointly submit this report.

I. BACKGROUND

Plaintiff filed its First Amended Complaint (“FAC”), the operative pleading in this matter, on August 14, 2023. Plaintiff initially obtained a default against Aspiration, which the Court set aside on May 6, 2024 [Dkt. 29]. On May 28, 2024, Aspiration filed a motion to dismiss the FAC and compel arbitration [Dkt. 35] pursuant to a dispute resolution provision (“Section 12”) in the Parties’ Advertiser Service Agreement (“ASA”) at issue in this action.

On July 29, 2024, the Court granted Aspiration’s motion to compel and stayed this action [Dkt. 56]. The Court ordered the Parties to submit this matter to arbitration within thirty (30) days of this Order and file a joint report regarding the status of the arbitration within seven (7) days of submission.

II. STATUS OF ARBITRATION PROCEEDINGS

On August 21, 2024, the Parties agreed to conduct the arbitration in Los Angeles, California, where Aspiration maintains its principal place of business. The Parties subsequently agreed to use ADR Services, Inc. as their arbitration provider, and to select the arbitrator through a “strike and rank” procedure. Pursuant to the ADR Services, Inc. Arbitration Rules, the Parties timely submitted a Stipulation to Arbitrate, and are currently awaiting instructions from ADR Services regarding the next steps.

¹ Aspiration recently changed its name to CTN Holdings, Inc.

1 The Parties will provide a further Report to the Court by no later than December
2 4, 2024.

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4 DATED: September 4, 2024

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7 By: /s/ Tyler R. Dowdall

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16 DATED: September 4, 2024

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ATTESTATION PURSUANT TO LOCAL RULE 5-4.3.4(a)(2)(i)

I, Tyler R. Dowdall, am the ECF User whose identification and password are being used to file this **JOINT REPORT REGARDING SUBMISSION OF MATTER TO ARBITRATION** in compliance with Local Rule 5-4.3.4(a)(2)(i), I hereby attest that all signatories have concurred in this filing.

Date: September 4, 2024

/s/ Tyler R. Dowdall
Tyler R. Dowdall

CERTIFICATE OF SERVICE

I hereby certify that on September 4, 2024, I electronically filed the above document(s) and attachments with the Clerk of Court using CM/ECF which will send electronic notification of such filing(s) to all registered counsel.

/s/ Tyler R. Dowdall

TYLER R. DOWDALL